

Figure 1. Top-level SDI architecture.

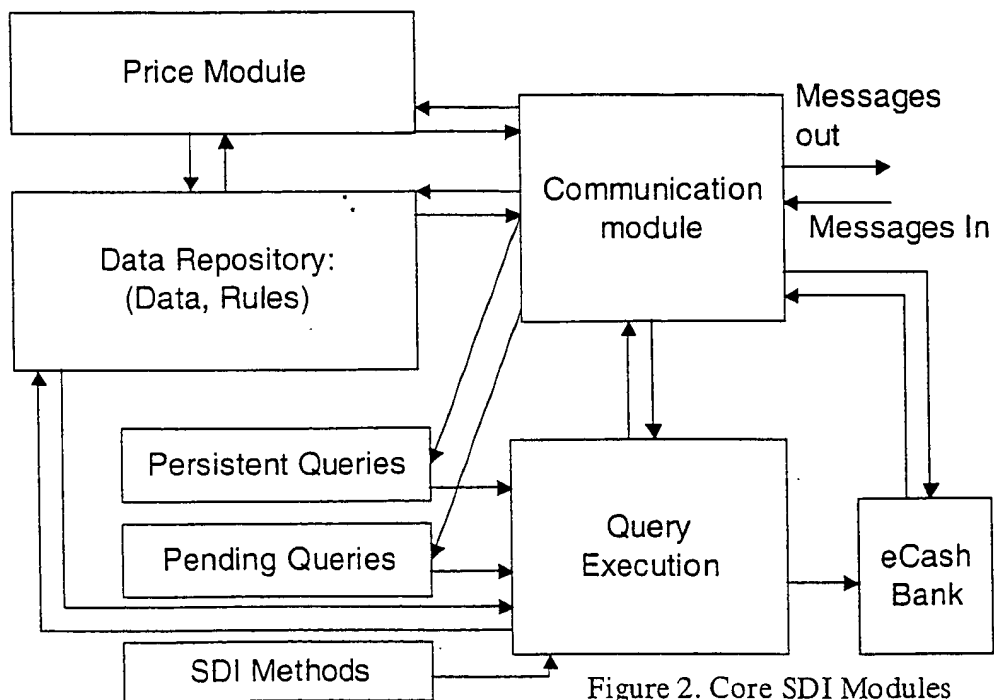
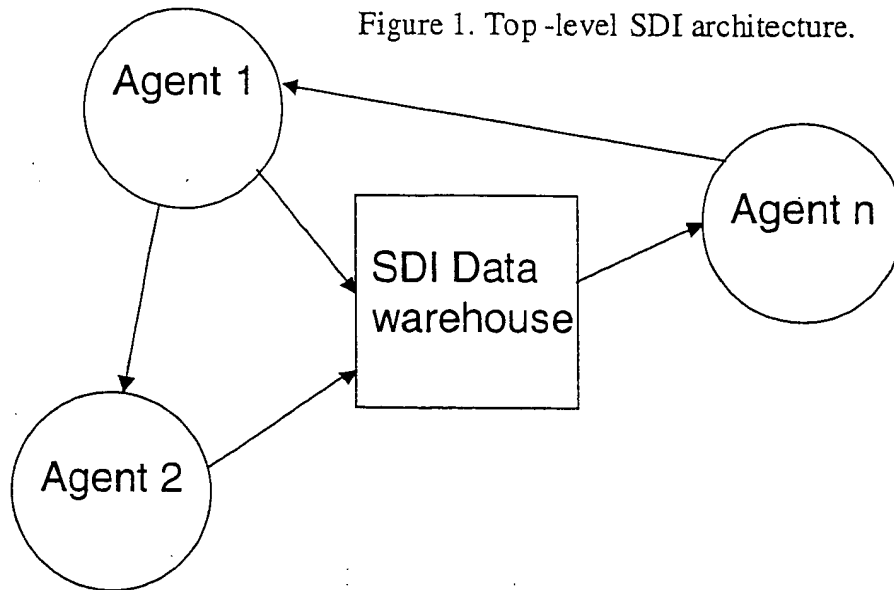


Figure 2. Core SDI Modules

002207" 86066960

002207" 86066960

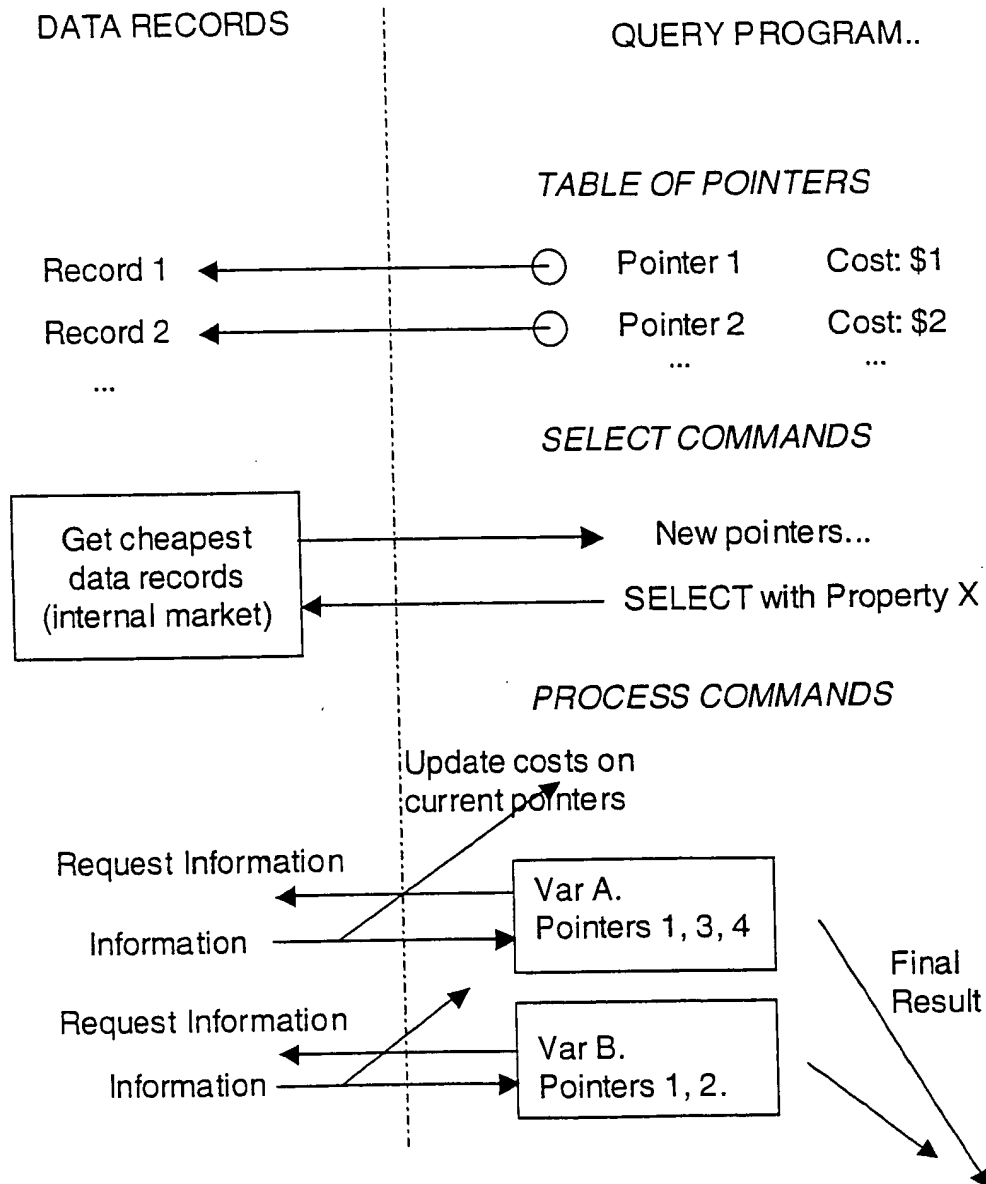
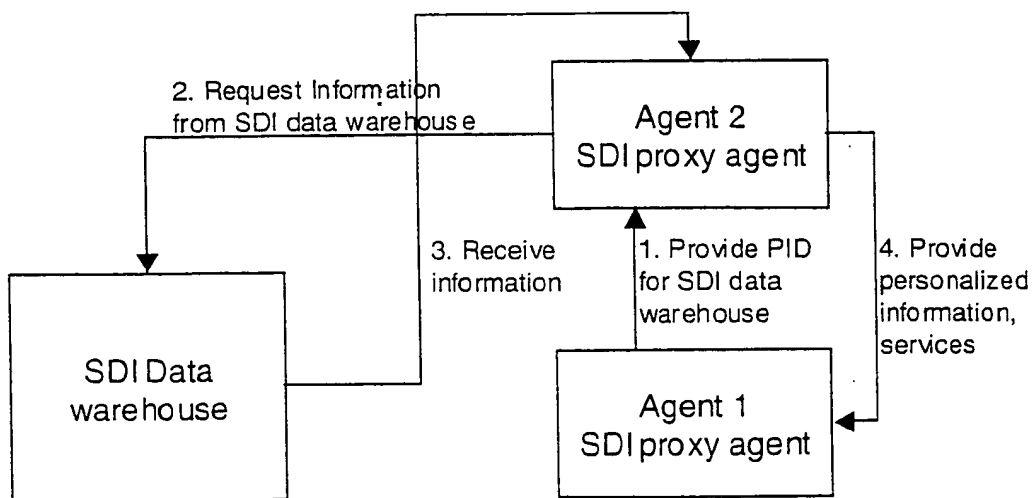
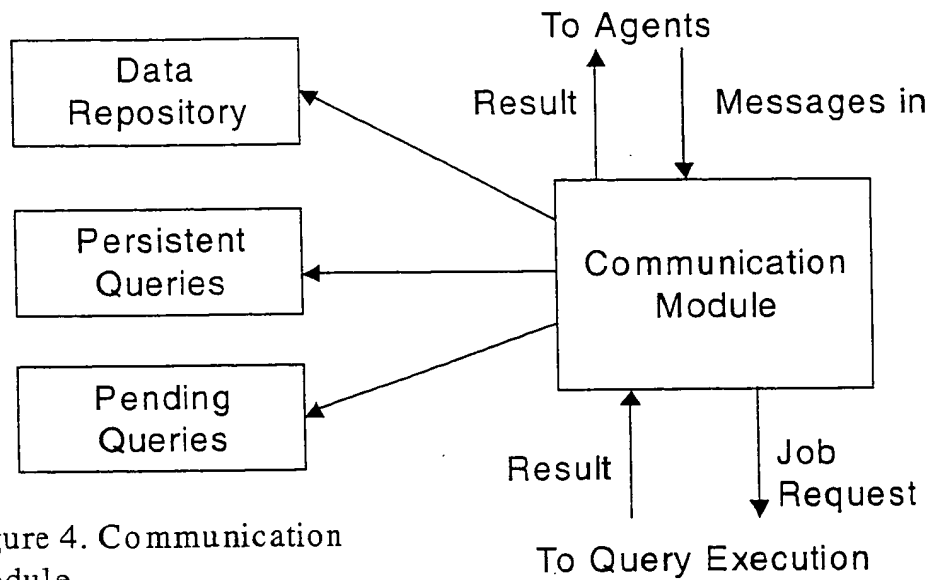


Figure 3: Query Execution



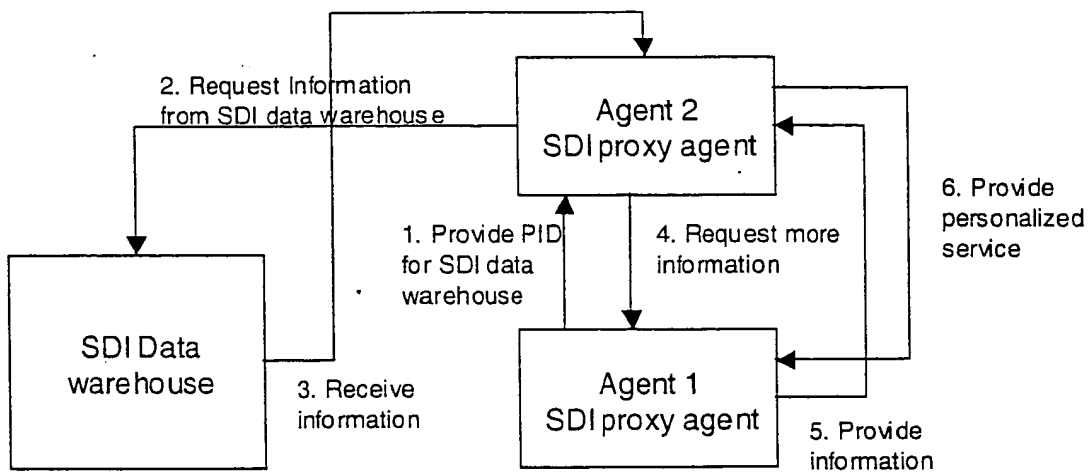


Figure 6: Data Stored Client Side and in the SDI data warehouse

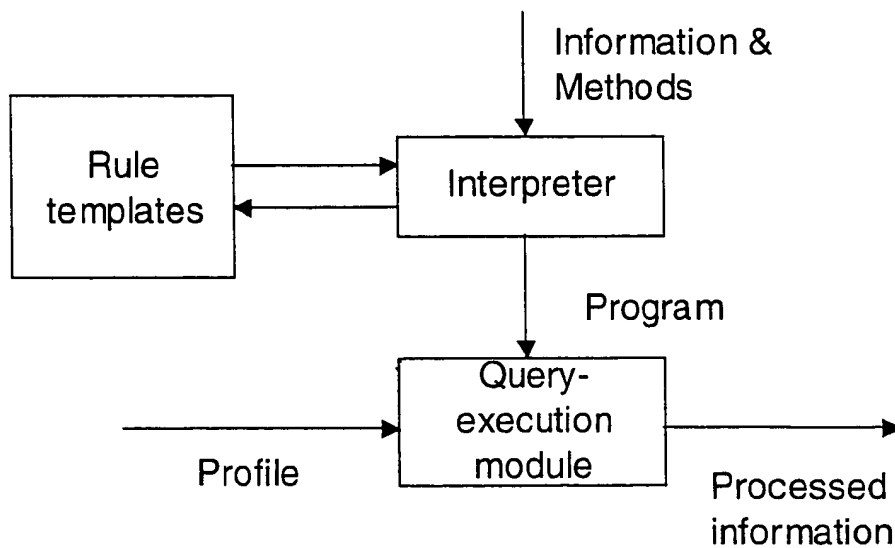


Figure 7. Client-side Personalization.

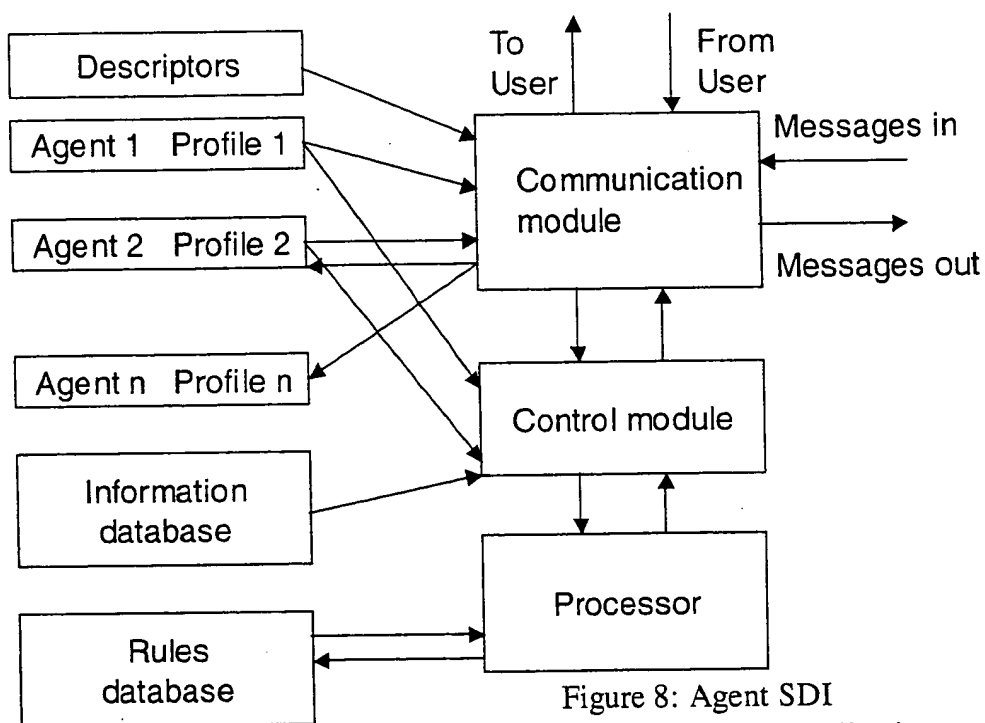


Figure 8: Agent SDI architecture: Personalization agent

002201" 86066960

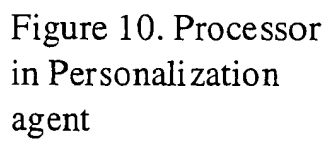
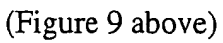


Figure 10

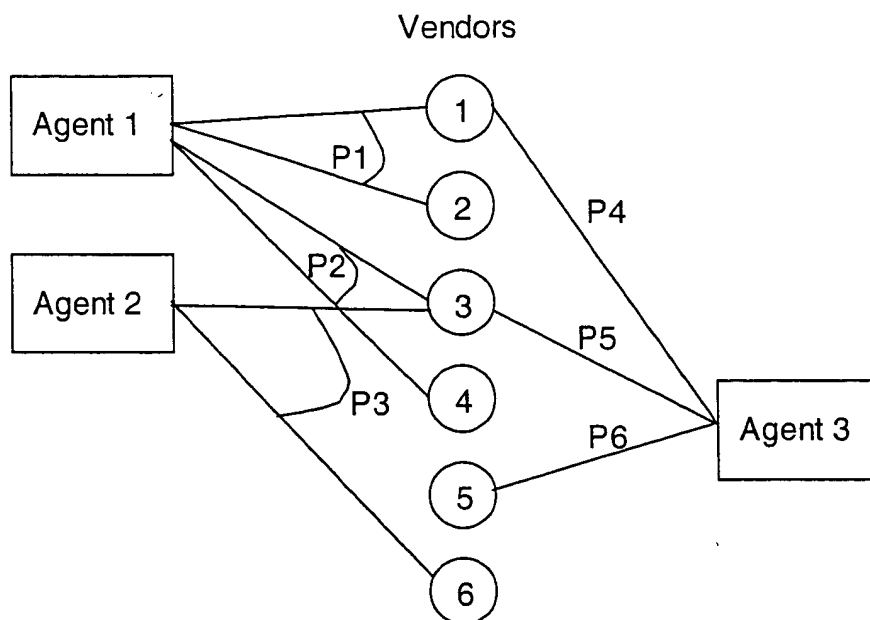


Figure 11. Client-side Identity Management

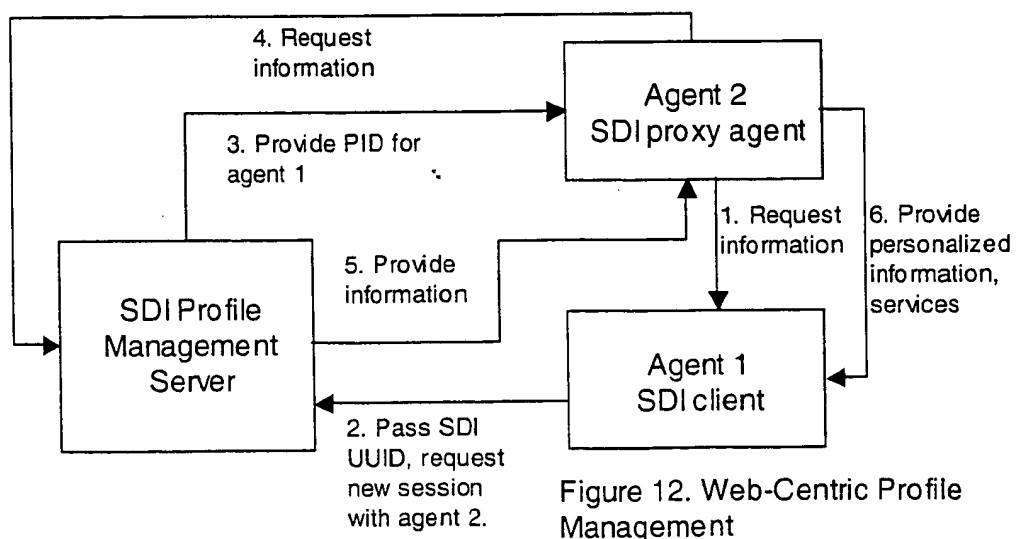
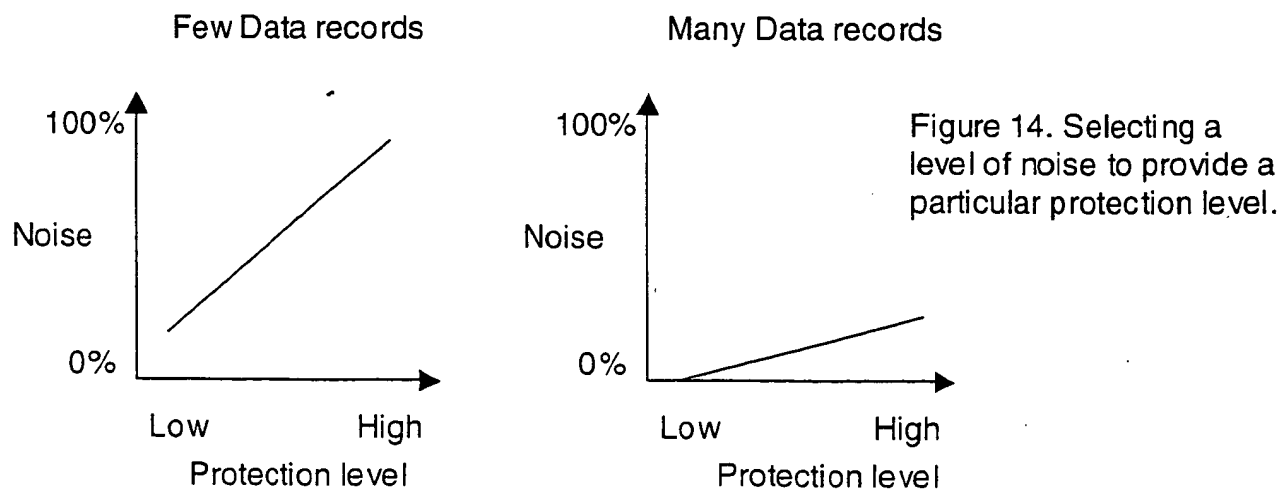
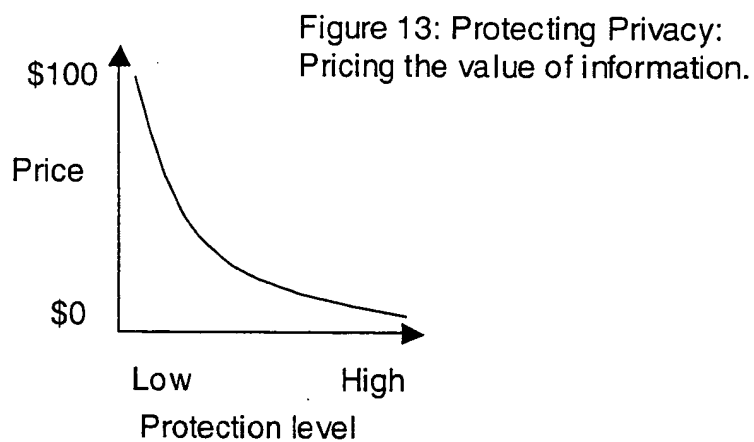


Figure 12. Web-Centric Profile Management

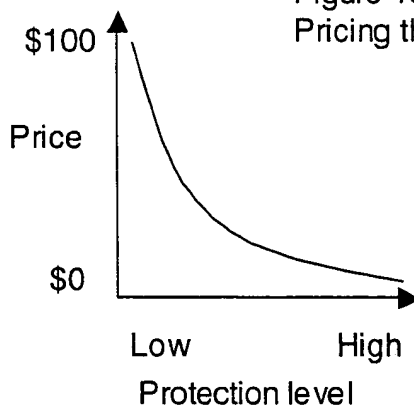
002207-86066960



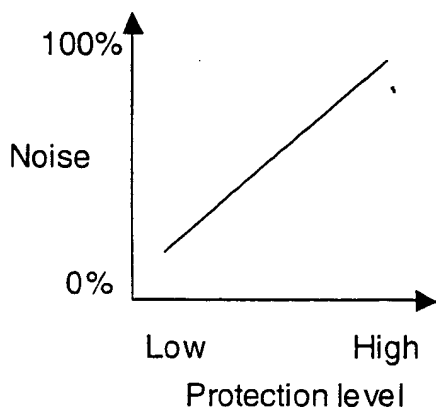
002207" 86066960

002207" 86065960

Figure 13: Protecting Privacy:
Pricing the value of information.



Few Data records



Many Data records

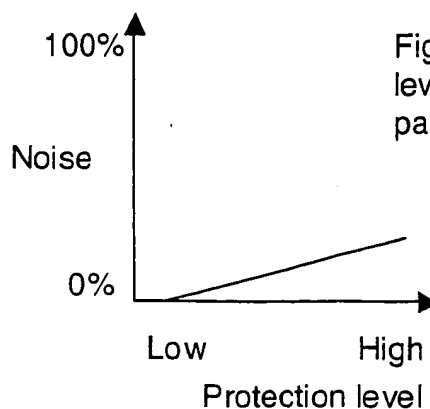


Figure 14. Selecting a
level of noise to provide a
particular protection level.

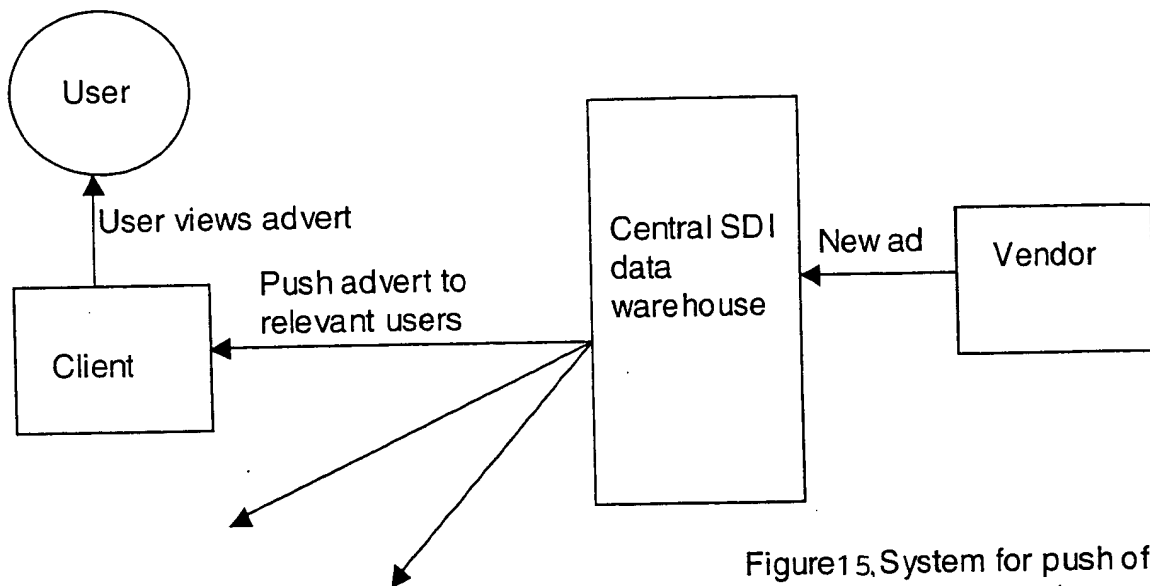


Figure15. System for push of targeted ads to users in iamworthit.

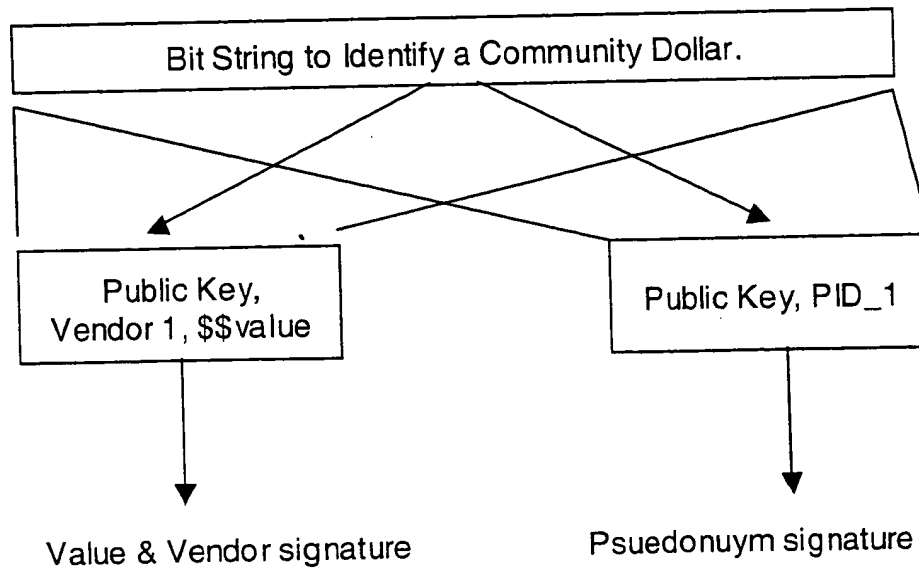


Figure16. E-cash method to deliver community dollars.

002207-86065960

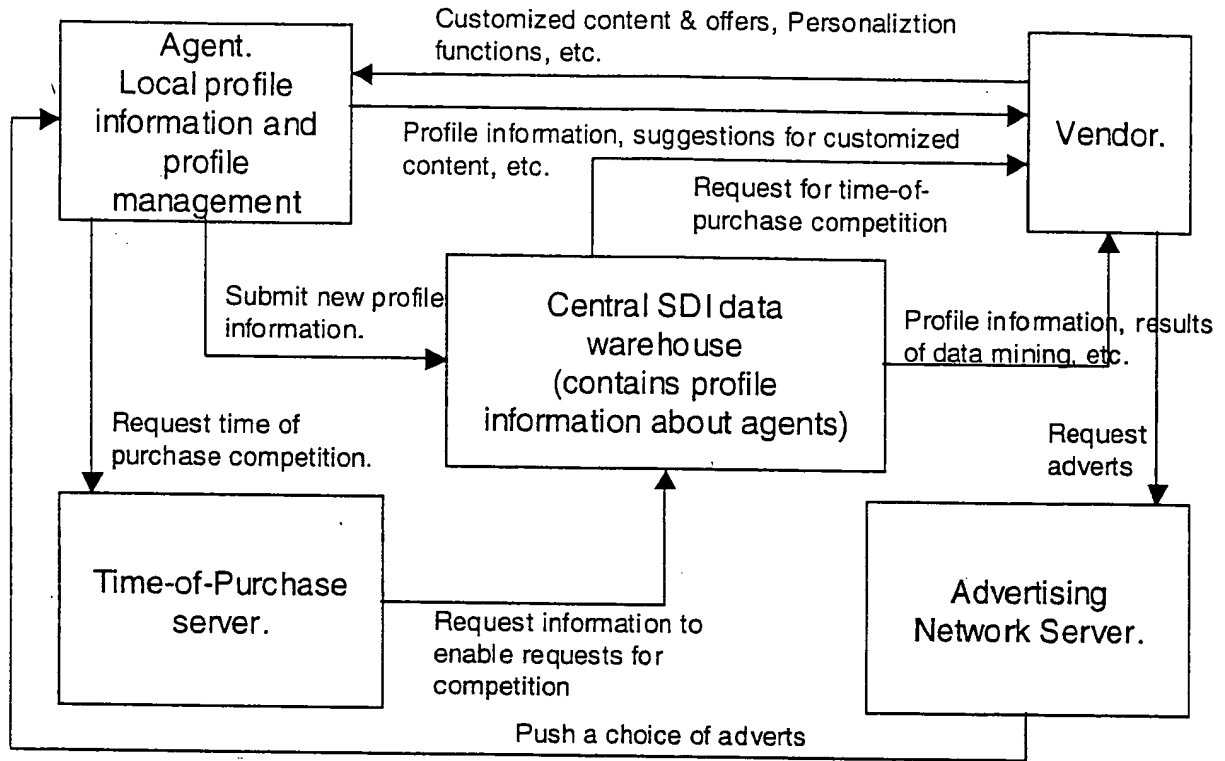


Figure 17. Time-of-Purchase/Amazon system

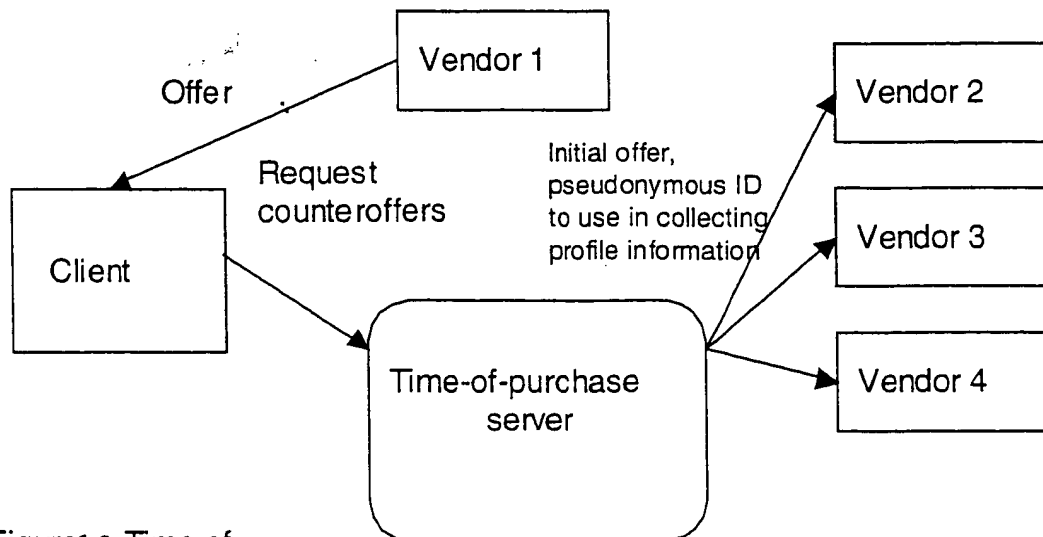
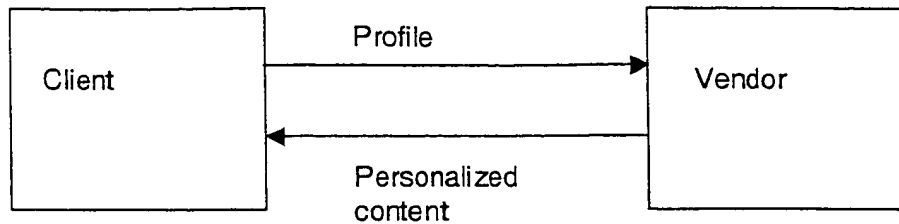
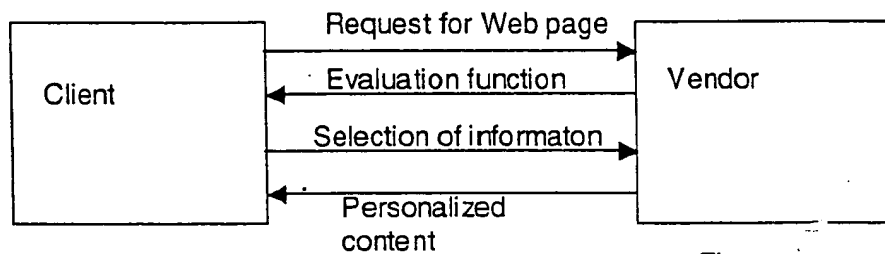


Figure 18. Time of purchase competition

002207-8606960



(a) Traditional Method



(b) Iamworthit/SDI Method

Figure 19.
Customization of
information to users.

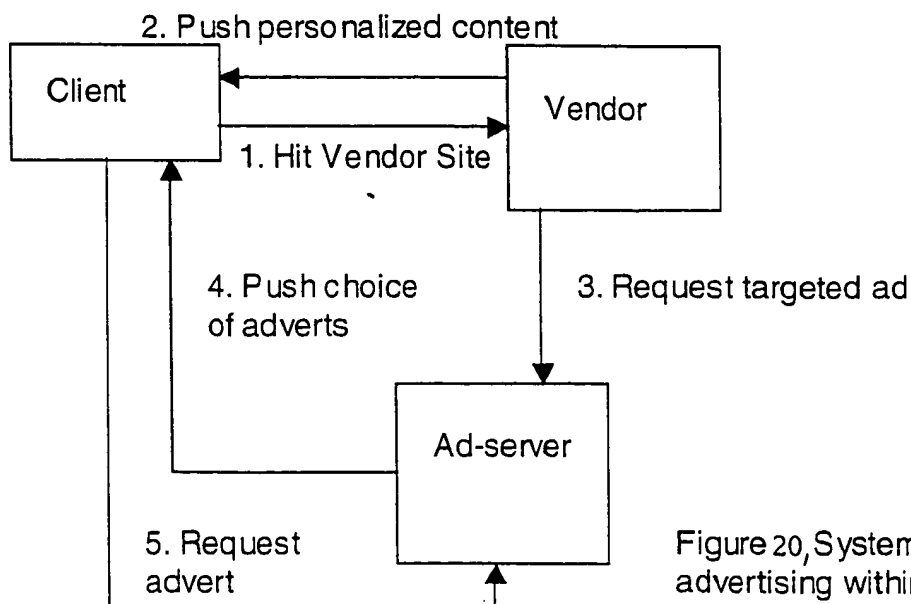


Figure 20, System for targeted
advertising within Iamworthit.

00/207" 36066960

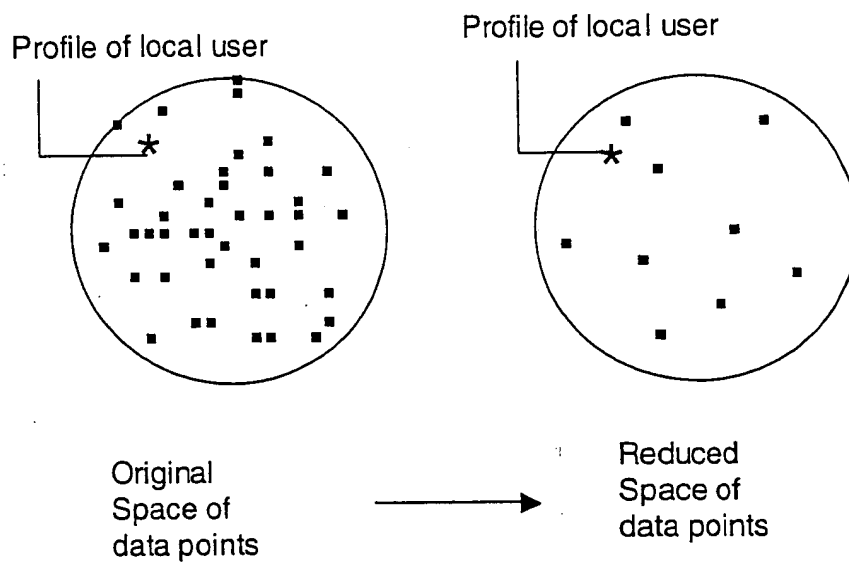


Figure 21, Concise Client-Side Method Descriptions.

002201-86065950